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# Inside Information

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## INTO THE FIRES, FILMING

Linda Reimers has got to be unique.

She not only fights fires for the Forest Service. A film about smokejumpers that she wrote and directed is now being shown to visitors at the Air and Space Museum of the Smithsonian Institution in Washington D.C.

Which came first for Linda--the fire fighting or the filmmaking?

Actually, the fire fighting.

Back in 1978, Reimers decided to postpone her studies at Montana State University and join the Young Adult Conservation Corps. The next year she was pressed into service on a fire crew as a "groundpounder." As a feature article about her in the March 1985 issue of Smithsonian Magazine explained, "she spent hours on end grubbing out an 18-inch wide line in the dirt with a pulaski."

Then she decided to go back to school. And major in filmmaking.

But Reimers remembered the fire fighting and she wanted back in, this time as smokejumper. It wasn't easy to qualify but after two tries, Reimers made the team.

Between tries, John Harper, another smokejumper (and historian and aspiring novelist) had asked Reimers to write a script for the exhibit film. If she qualified as a smokejumper, she could also direct the film. She qualified.

All through the fire seasons in 1983 and 1984, Reimers and a cinematographer, James Kautz, a former smokejumper then with the Equipment Development Center of the Forest Service, either filmed or fought fires or both. They got it done.

Now you can see the movie, "Fireflight"--all five minutes of it--at the Smithsonian. As you do, you may wonder about Reimers and where was she during the big fires this summer in the West?

Making another film, of course. This time for National Geographic, a documentary to be broadcast in September on "Explorer," a national cable TV program.

Reimers didn't return to smokejumping this summer, except for filming purposes. She's married now and lives on a farm in Minnesota.



## DEMISE OF D'MACHINES

Wanderers who have watched the long tongues of teletype paper spew, chattering, from the tops of the news machines on the fourth floor of USDA's Administration building and quenched their 'satiabile curiosity' from this river of currency, may be interested in the following article filed by Don Kendall for his Associated Press July 18.

WASHINGTON (AP) --You'd think the old Agriculture Department would show a higher regard for tradition, sitting as it does in gray dignity on the Mall, watching the tourists come and go.

But that's not the case on the fourth floor of the Administration building where generations of reporters have jousted with USDA press chiefs.

The last of the Department's public news printers was removed this week to save money. John McClung, director of the Department's Office of Information, said Wednesday their costs had climbed to over \$5,000 a year.

"We can get what we need electronically," he said, referring to the new fangled electronic gadgets that fish out news stories from computers.

"But people will miss 'em." For years, old-style teletypes operated by The Associated Press and United Press International stood outside the USDA press office, noisily clacking away their news from around the world. Periodically, someone would rip off a length of copy and clip it to a large bulletin board for all to see.

The machines were installed shortly after World War II, according to old-timers around the Department.

Anyone was welcome to read the stories. When big news hit the wires, it was common for up to a dozen or more people to cluster around the machines. There were regular readers, too, who dropped by several times a day to see what was going on.

One of the most popular daily items was the stock market report--the Wall Street kind, not the livestock markets.

Eventually, someone must have complained about the clatter of the old-style teletypes, because wooden boxes were installed around the machines. Those had lids and attached sticks to prop them with when removing the stories typed on yards of paper.

In recent years, the teletypes were replaced by smaller electronic printers that had more buzz and less clatter. The wooden boxes were taken away.

McClung said the eviction of the news machines had been in the works for sometime, noting that the UPI printer had been taken out several years ago in favor of a computer system to retrieve news. The same system will be depended on for AP stories. A machine operated by Knight-Ridder Financial News was also removed this week in deference to the computer age.

It's all very quiet now.

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## TENNESSEE WANTS A SPECIALIST

Aug. 9 is the deadline to apply for a position in the Extension Communications Section at the University of Tennessee in Knoxville. A master's degree is required.

They want an excellent writer who is experienced in handling events as well as media relations. Contact: Mr. Conrad A. Reinhardt, Professor and Leader, Communications Section, Agricultural Extension Service, P.O. Box 1071, Knoxville, TN 37901-1071, His electronic address through Dialcom is AGS2200.





## CHANGES UNDERWAY AT NEBRASKA

Richard L. Fleming is stepping down as head of the Department of Agricultural Communications at the University of Nebraska, Lincoln, effective Aug. 1.

Named interim head is J. P. Holman, professor in agricultural communications and experiment station editor.

Fleming continues in the Department as professor of Extension communications specialist with responsibilities in marketing, special projects, and agricultural journalism.

Terry Meisenbach will become publications editor, and Edward Vitzhum will assume responsibilities of associate coordinator of environmental programs (as well as continuing as assistant professor in the Department).

Meanwhile, James King has joined the staff as associate professor and Extension communications specialist with responsibilities in audiovisual/educational media. Formerly, he was head of the communications and training section of NIFTAL, a nitrogen-fixing research project at Maui, Hawaii.

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## OFF THE SHELVES AND INTO THE TREES

In an effort to get forestry research off the library shelf and into the woods, the information staff of the North Central Forest Experiment Station in St. Paul, Minnesota, is offering a "syndicated column" to several local and national periodicals.

Here's the breezy lead of one recent column "penned" by Bob Wray:

"Time and technology have caught up with the oldtime timber cruiser. The days of the lonely 'land-looker' eyeballing a narrow strip of forest as he crisscrossed an assigned tract of land are numbered. Today much of the crisscrossing is done by aircraft and fieldwork has been greatly reduced but is more intensive and precise. The cruiser has been nudged aside by an aerial photo interpreter who, hunched over his or her stereoscope, can 'cruise' more timber in a day than his earlier counterpart could in several months."

Another column handled biotechnology and pieces are in the works for chunkwood research, computer simulation of forest growth, and acid rain.

Clients for the column are forestry and conservation magazines ranging from statewide "Minnesota Out of Doors" to nationwide "National Woodlands."

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## FOIA REGS BEING UPDATED

Draft revisions to the regulations implementing the Freedom of Information Act and the Privacy Act in USDA are being circulated by USDA's Office of Information.

The regs spell out the time limits on responding to requests and other rules.

The revisions clarify the FOIA/PA role of the Office of Governmental and Public Affairs (which includes the Office of Information) and update the fee schedule.

Milton Sloane, of the Special Programs Division of USDA's OI, who coordinates FOIA/PA in the Department, drafted the revisions.





## EDITOR MOVES, HIS JOB OPENS

Keith H. Remy, science editor of Ohio State University's Agricultural Research and Development Center in Wooster, has been named editor and head of the publications department at Mississippi State University's Agricultural and Forestry Experiment Station.

He succeeds Dr. Chester Wells, who retired June 30.

Remy, a native of Waterloo, Iowa, obtained his bachelor's degree in agricultural journalism from Iowa State University.

The vacancy in his position at Wooster has been announced by Dr. Larry Whiting, head of information and applied communications at Ohio State.

The deadline for application is Sept. 1. Major responsibilities are editing a research magazine and writing news feature material for print media. Contact: Dr. Larry R. Whiting, Head Information and Applied Communications, Room 216 Kottman Hall, 2021 Coffee Road, Ohio State University, Columbus, Ohio 43210. Whiting's electronic mail address is AGS1854.

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## NEED SPECIALISTS IN DC, IOWA, CALIFORNIA

USDA's Food Safety and Inspection Service is looking for three public affairs specialists. Applicants must have Federal Government status.

One would prepare press materials, speeches, briefings, publications and other information materials, as well as handle press relations in the Washington, D.C. office. This is a 9/11 slot and the announcement closes Aug. 12. Contact: Cindy Owensby at (202) 447-6617.

Another would be a GS-11 public affairs specialist for the FSIS regional office in Des Moines, Iowa. This person will be responsible for coordinating outreach activities in the region, which includes Minnesota, Wisconsin, Michigan, Ohio, Indiana, Illinois, and Iowa. The announcement closes Aug. 19. Contact: Greg Bruhn, FSIS Personnel Division, Minneapolis, FTS 787-5486, or (612) 349-5486.

Finally, there is a GS-11 public affairs position available in FSIS at Alameda, California. This opportunity closes September 2. Contact: Peggy Lerud, FSIS Personnel, at (612) 787-5484.

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## APPLES ARE THE CORE OF EXHIBIT IN NY

The centerpiece of Cornell University's exhibit during the State Fair in Syracuse, Aug. 23 to Sept. 2, will be a recreation of an apple orchard, complete with live, fruit-bearing trees plus grasses, all against the backdrop of 30-foot-long photographic mural of an orchard scene.

There also will be a kiosk where fairgoers can ask computers about apple production. Finally, there will be a rustic roadside apple stand, where visitors can sample fresh apples and cider.

Other aspects of the state's farm production also will be displayed.

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, state departments of agriculture and land grant universities. Any items, comments and inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250 or to AGRO09 mailbox on the Dialcom system, or call (202) 447-7454.

